

TRADE PROGRAM DETAILS AND PROCESS FOR DEALERS

Club 1683 is available to qualifying designers, architects and builders. Our goal is to collaborate with the best specifiers in your market and offer personal guidance on their Gaggenau projects, professional support, unique experiences and rewards.

How does a trade partner qualify for Club 1683?

- Current 5-piece package (with cooling) order OR 8 individual appliances ordered within the past 12 months (provide invoices).
- Potential to specify a minimum of 2–3 Gaggenau kitchens a year.
- Maintain at least 50K in Gaggenau business annually.

When you have someone who meets these criteria, send them to [GaggenauTradeRegistration.com](https://www.gaggenau.com/traderegistration) to register for their Gaggenau ID#. Once approved, trade partner will receive their ID# via email and we will take it from there.

How does Gaggenau support Club 1683?



Personal Guidance

We assign the Club member a dedicated Gaggenau Concierge to offer assistance every step of the way.



Professional Support

In partnership with our communication agency, we offer media opportunities to promote our Club members' work.



Experiences

Invitations ranging from education and leadership conferences to exclusive design, culture and culinary events.



Rewards

Club members can take advantage of trade rewards, earning up to \$1500 per kitchen.

How can authorized dealers support Club 1683?

By offering a retail incentive on orders presented with a Club 1683 ID#. Ask Manager for details.

Keep in mind...

- After initial qualifying order into Club 1683, any size order tied to the Club 1683 ID# is eligible for the dealer to offer its retail incentive.
- The Club member can pass along their ID# and retail incentive to whoever is making the purchase.

How to place a Club 1683 order?

Send PO including Member Name and Club 1683 ID# to GaggenauConcierge@bshg.com. We will review the order, check for accuracy and submit to Order Management. Dealer will receive an order acknowledgement within 1–2 business days.

Why authorized dealers support Club 1683?

- Another set of eyes is never a bad idea.
- Referral business from Gaggenau Concierge.
- Repeat business from Club 1683 members.
- To grow our business together.